

MARKETING

ISSUE #353 NOVEMBER 2022

WEEKENDERTM



24 Marketers of the Year and
the CMO of the Year Awards 2022...

EDITOR'S NOTE

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People-Watching at ad events.



COVER STORY

08

For clients loved by agencies







YOUNG SPIKES
COMPETITIONS
MALAYSIA 2022

**Undi 18
also
welcomed
here!**

REGISTER HERE



EDITOR'S NOTE

People-Watching at ad events

I went for an industry event recently and for the first time in years, I was with the floor audience throughout.

I met, bumped, nudged, spoke, joked, poked, shoulder-tapped at least 60 people.

Here are some of my, hopefully satirical, people-watcher takes:

Quiet :
Won a new account (small) or just lost one (big).

Quiet and drinking:
In between jobs.

Listening attentively:
Sourcing newbiz leads.

Always looking around:
Just got promoted.

Loud and drinking:
Avoiding dinner.

Loud and eating:
Avoiding alcohol.

Restless :
Vegetarian... or sitting with boss.

Going for a smoke:
Bored, going home, or game.

Constantly going to the loo:
Proud to be overdressed.

Makeup and foundation:
Going on stage.

No makeup:
Ex beauty queen.

Sexy, suave, or both:
Going on stage, or hoping to be asked to go on stage.

Smiling all the time (young):
Just removed braces.

Smiling all the time (older):
Inebriation or psychotropic.

EDITOR'S NOTE

Smiling nervously:
Doing root canal next day.

Never move from seat:
Knows 2023 is a recession year.

Without name card:
Self-appointed VIP, or owes
printer.

Never claps:
Shying from name card suitors.

WhatsApping during event:
Running for GE 15.

WhatsApping about event:
Running from event.

Facebooking pictures of event:
Wooing late gate-crashers.

Google-searching Roblox:
Just got a job in Digital.

Taking lotsa pictures:
Working for host of event.

Invisible:
Got new job but boss does not
know yet.

Standing near the door:
Busy dumping name cards.

Wearing a hat:
Media person pretending to be in
advertising.

Wearing bow tie:
Advertising person pretending to
be a strategist.

Tips the waiter:
CEO.

Does not tip the waiter:
CFO.

Tips the waiter and waits:
HR.

Looking for toothpick:
Procurement.

Turban:
Reporter from MARKETING
(black), Malaysian Reserve (blue)
or Digital News Asia (grey).



A woman with dark hair tied back, wearing glasses and a patterned sweater, is sitting at a desk and writing in a notebook. The background is blurred, showing a modern office or home workspace. The text is overlaid on the image in a yellow box.

**COPYWRITER.
CONTENT EDITOR.
TRANSLATOR.**

**You have the gigs.
We have the platform.**

giggle

For clients loved by agencies



MARKETERS OF THE YEAR

Unlike GE 15, the closing date for all CMO Awards nominations is November 30th. Maybe agencies have a marketer-client or two they feel should be nominated.

Click [here](#) to enter.

CONFIDENTIALTY CLAUSE: All nominations and their contents are accepted in the strictest of confidence, judges also sign an NDA before judging. All non-winners are never revealed to anyone.

**TROPHY TRIVIA**

Once upon a time, Ham who devised the show, was having lunch with a close friend who accidentally tipped his Pilsner glass to the floor in his haste to want to pay the bill first. Ham picked up the tall broken glass, stared at it for a bit, and decided that would be the design for the trophy. After all, happy accidents come to those who are happy. The trophy, which is custom-made in China, takes 3 months to arrive and is worth about RM1,000 a piece. Of course, its real

CATEGORIES:**Marketer of The Year in B2B Marketing**

This category recognises the marketer who has transformed a space where marketing is usually considered as 'boring' to one that is creative and generates positive ROI.

Marketer of The Year in SME Marketing

Limited budgets and resources are not a deterrent for our marketer in this category. This category recognises the marketer who has grown their brand in the ever evolving SME landscape.

Marketer of The Year in Omni-Channel Marketing

This category recognises the marketer who understands all touch points and has effectively created a seamless Omni-channel marketing customer journey for his or her brand.

Marketer of The Year in Millennial Marketing

It is not easy to understand today's TikTok generation but the Marketer who will take home this award knows exactly what makes Millennials tick.

Marketer of The Year in e-Commerce Marketing

This category recognises the seasoned e-commerce marketer who has successfully generated profitable interest for their e-commerce brand in a borderless world.

Marketer of The Year in Travel & Hospitality Marketing

The travel industry today is more than a glossy ad in a magazine. This category recognises the marketer who understands the travel industry and has produced cutting edge, multi-platform campaigns to inspire today's travellers.

Marketer of The Year in Sustainable Brand Marketing

This award pays tribute to the marketer who understands and demonstrates the role of brands in pursuit of the definition of a fair and sustainable future. For taking conscious steps to maintain the environmental, social, and economic balance for our present and future generations.

MARKETERS OF THE YEAR

Marketer of The Year in Education & Training Marketing

This category applauds the marketer who has raised the bar in today's education and training industry with messages that inspire today's learners to empower their careers with the right education and direction.

Marketer of The Year in Media & Content Partnership Marketing

This category accolades the marketer who has utilized the powerful tools of media and content in their campaign executions through smart and valuable partnerships.

Marketer of The Year in Customer Experience Marketing

The essence of good marketing lies in how you make your customer feel. This category recognises a marketer who understands this golden rule and has implemented the right strategies to give their customers the best experience.

Marketer of The Year in Event & Experiential Marketing

This category recognises a marketer who blends experiential marketing with campaign success. Including landmark events, memorable experiential campaigns with strong ROI results.

Marketer of The Year in Retail & Promotions Marketing

This category recognises a marketer whose sound insight in the retail industry has led to the success of their retail brands while harnessing the power of online retail.

Marketer of The Year in Festive Communications Marketing

There is nothing that pulls the heartstrings like a Malaysian festive ad. This category recognises a marketer who has been able to make a lasting impact for their brand through their festive ad campaign.

Marketer of The Year in Data & Technology Marketing

This category recognises a marketer who is driven by data and unafraid of exploring new technologies to power their campaigns.

Marketer of The Year in Loyalty & Engagement Marketing

Today's consumers are able to choose between one brand from another in a heartbeat thanks to the rapid evolution of technology. This category recognises a marketer who is able to capture brand loyalty with today's fickle consumer using path-breaking strategies.

Marketer of The Year in Influencer Marketing

KOLs have quickly become an important, sometimes necessary platform for almost every marketing campaign. This category recognises the marketer who has creatively engaged with influencers in campaigns and leveraged their power to produce results.

Marketer of The Year in Social Media Marketing

This category recognises the marketer who has been consistent in driving buzz-worthy campaigns on social media. While achieving results that defy the norm.

Marketer of The Year Mobile Marketing

Today's consumers are able to choose between one brand from another in a heartbeat thanks to the rapid evolution of technology. This category recognises a marketer who is able to capture brand loyalty with today's fickle consumer using innovative mobile-first strategies.

Marketing Trailblazer of The Year

The award will be bestowed on marketers who are never afraid to push the boundaries of innovation within their category. The award will go to the marketer who made a difference with fresh thinking and breakthrough work.

- Marketing Trailblazer of The Year - Telco
- Marketing Trailblazer of The Year - Financial Services
- Marketing Trailblazer of The Year - F&B
- Marketing Trailblazer of The Year - Digital
- Marketing Trailblazer of The Year - FMCG
- Marketing Trailblazer of The Year - Media & Entertainment



JUDGES**Prof. John D Chacko****President****International Advertising Association (IAA) Malaysia Chairman, 45th IAA World Congress 2024, Penang.**

John is not just an industry leader here, but actively carries our country's flag proudly around the globe in his capacity as Chairman of the IAA World Congress in 2023.

He was also the inaugural Chief Judge of the Malaysia Effie Awards and has led the CMO Awards jury since its inaugural year. John has over 35 years of global experience in multinational FMCG companies across Australia, NZ, UK, Africa, Middle East, Latin America and Asia with brands like Kraft, Coca-Cola and McDonald's.

He was also Group CMO, CEO/MD of Khazanah National subsidiaries, Proton and LeapED.

**Greg Paull****Principal & Co-Founder
R3 Worldwide**

Greg heads R3 - a global consultancy focused on improving the effectiveness and efficiency of marketers and their agencies.

They enable clients to get the competitive edge and a better return on investment from agencies, media and marketing spend.

With over 100 people in the US, Asia, EMEA and LATAM, R3 works with nine of the world's top twenty marketers including Coca-Cola, Unilever, AB InBev, MasterCard, Mercedes Benz, Johnson & Johnson, Samsung and Kimberly Clark.



JUDGES**Dato' Sri Mohammed Shazalli Ramly****Group Managing Director
Boustead Holdings Berhad**

A brand warrior par excellence he has led so many companies in the regional corporate landscape.

He had the mind of a creative person and the tenacity of a brand champion, having painted a rich tapestry of leadership across media, broadcast, brand, advertising, marketing and industry.

His last company position was Group CEO of Telekom Malaysia and served on several boards including Axiata, Celcom and Malaysia Airlines.

He was also a judge at the inaugural Malaysian CMO Awards.

**Santharuban T. Sundaram**
Chief Executive Officer, Etika Holdings

Ruban is a shining example of a marketing leader who now leads a group of companies. He also has the distinction of winning the first Malaysian CMO of the Year Award five years ago in shining glory. He is the CEO at Etika Holdings, a unit under Asahi Group Companies, overseeing the Malaysia, Singapore, and Brunei markets. He remains CEO of ATLAS Vending. He was previously Etika's senior vice president marketing and alternate business but took on the role of CEO of

ATLAS has since worked with brands including SC Johnson, Pepsi, Tropicana, and FWD Takaful. Before that, he was VP of marketing, as well as Group GM at Etika. He also worked at Celcom Axiata as head of communications and planning, group digital services.



JUDGES**Caryn Loh****Managing Director
Watsons Malaysia**

A dynamic leader with strong interpersonal, commercial skill and business acumen that led to the strong profitable and sustainable growth. Attained market leading positioning (Watson's became No. 1 Omnichannel retailer, No.1 in brand equity, No. 1 in market share growth and No. 1 top of mind brand in Malaysia) and company recognized results as key strategist, contributor, and decision maker in the organization to deliver and exceed the company goals and objectives.

Accomplished the restructuring and change management in placed in resulting increased sales, profitability and reduction of cost.

**Renzo C Viegas****Founder & Executive Director
Crescer Sdn Bhd**

Renzo held senior positions in various Asia Pacific countries including regional responsibilities until year 2008. His last held position was Chief Operating Officer and Chief Financial Officer of Citibank Malaysia.

He was also CEO of Group Consumer Banking at CIMB after serving as Executive Director and Deputy CEO of CIMB Group from 2012-2015. Before CIMB, he was Deputy MD of RHB Bank having started his working career with Citibank in 1985 where he progressively held senior positions across Asia Pacific.

He also served as Adviser to the Group CEO of CIMB Bank, where he was responsible for the development of overall business strategies until March 2019.



JUDGES

Dato' William Ng

**Founder & Group Publisher,
Business Media International
Chairman, Small and Medium
Enterprises Association
Malaysia (SAMENTA)**

William is a writer publisher par excellence and he set up the Enterprise Asia Center for Entrepreneurship at HELP University to promote business leadership. He is also Group Publisher and editor-in-chief of Business Media International, Southeast Asia's largest business-to-business media owner and publisher. A regular CMO Awards judge since year one, William dissects marketing strategies and marketplace successes with a pragmatic business mindset. He is also managing director of SGX-listed Audience Analytics Limited. For over 20 years, he championed of SMEs in various capacities and now chairs SAMENTA.

**Dato' Samson Anand George**

**COO & Director
KIA Malaysia Sdn Bhd**

Dato' Samson Anand George is COO & Director of KIA Malaysia Sdn Bhd, the official distributor of KIA vehicles in Malaysia. Dato' was previously Group Chief Executive Officer of the Automotive Group, Naza Corporation Holdings.

A true veteran of the automotive industry, he has been conferred the Ordre National du Mérite by the French government, underlining his contributions to the French nation through the automotive industry.

He rose from a General Manager to Naza Group CEO for Automotive Division and was Automotive Man of the Year 2012. Dato' was instrumental in bringing Peugeot and Citroën to Malaysia.



FLASHBACK: 2021 WINNERS



*From left: **Badrul Hisham Mahmud** (Head of Strategy & Business Development, Downstream Marketing - PETRONAS), **Ham, Meera Muhunthan** (Managing Director - Httpool), **Chayenne Tan** (Director, Performance Marketing - CIMB), **Eric Wong** (Chief Customer & Marketing Officer - Prudential Assurance Malaysia)*



Httpool celebrates 3 Gold Winners

The Champions Tour of the Malaysian CMO Awards 2021 began at dusk on February 21st, 2022 with Httpool honouring 3 recipients of the coveted Gold award, at Birch (DC Mall).

The winners awarded on Day 1 of the Champions Tour were Chayenne Tan (Director, Performance Marketing, CIMB Bank), Eric Wong (Chief Marketing & Partnerships Distribution...

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FLASHBACK: 2021 WINNERS



From left: **Murali Ramasamy** (CFO, IPG Mediabrands Malaysia), **Bala Pomaleh** (CEO, IPG Mediabrands Malaysia), **Nadine Paul** (Head of Offline Trade Marketing, Fave), **Linda Hassan** (Group Chief Marketing Officer, Domino's Malaysia & Singapore), **Harmandar Singh** (President, Malaysian CMO Awards), **Abdul Sani Abdul Murad** (Group Chief Marketing Officer, RHB Banking Group), **Shirley New** (Director of Marketing, Taylor's University), **Rafe Daniel Chwee** (Marketing Manager - Consumer Banking, CIMB Group), **Audrey Chong** (CEO, Universal McCann), **Stanley Clement** (Managing Director, Reprise Digital)

Mediabrand brands 5 Gold Winners

The second day of the Champions Tour for Malaysian CMO Awards 2021 was a fantastic celebration of the achievements of five Gold winning marketers at the IPG Mediabrands office. The ceremony, organised by Mediabrands with strict maintenance of SOP's, took place on February 25th, 2022. The marvellous event was led by welcome remarks from Prof....


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FLASHBACK: 2021 WINNERS



From left: Mohammad Munzir bin Aminuddin (GCEO, Siti Khadijah Apparel), Edmund Lee (Head Of Marketing & Strategy, Red Bull Malaysia), Ham Chit Quah Seng (MD - SPIN Communications), Mark Tan (Marketing Manager, IPC Shopping Centre), Kong Wai Seng (Head of Marketing, A&W Malaysia)

SPIN Communications honours Gold and Silver winners

The third day of the Malaysian CMO Awards 2021 Champions Tour was hosted and sponsored by multiple award-winning agency SPIN Communications. The ceremony took place at the office of SPIN Communications on the first of March, 2022. Winners who received their awards during the third day are Edmund Lee (Head Of Marketing & Strategy, Red...


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FLASHBACK: 2021 WINNERS



From left: **Chanchal Chakrabarty** (CEO at GroupM Malaysia), **Phee Chat Chow** (Executive Director - Marketing, Communications & Innovation, Malaysia & Singapore Nestle), **Tammy Toh** (Group Marketing & Communications Director Astro), **Harmandar Singh** (President, Malaysian CMO Awards), **Sheila Shanmugam** (CEO, Mindshare)

GroupM does it in style

The fourth day of the Champions Tour for the Malaysian CMO Awards 2021 was hosted by media giants GroupM Malaysia at their office premises in Petaling Jaya. Winners who received their awards were Tammy Toh (Astro), Chow Phee Chat (Nestlé Products Sdn Bhd), Eve Fong (Nestlé Nespresso), and Zalman Zainal (Hong Leong Bank). Eve Fong,...


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FLASHBACK: 2021 WINNERS



From left: Harmandar Singh (President, Malaysian CMO Awards), Suresh Ramalingam, (Chief Client Officer, APEC for Ipsos), Hassan Alsagoff (Regional Marketing Head, Grab), Nik Tasha Nik Kamarrudin (Senior Group General Manager of Brand, Marketing & Communications, Sunway Group), Kiranjit Singh (Regional Head - ASEAN, Ipsos Strategy3)



IPSOS joins the party

The Champions Tour this year is easily becoming the most unique series of events with its disruptive style of presenting awards. The fifth day of the tour, hosted by IPSOS, saw winners Hassan Alsagoff (Grab) and Nik Tasha Nik Kamaruddin (Sunway Group) receiving their awards. The Champions Tour for the Malaysian CMO Awards 2021 has...

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FLASHBACK: 2021 WINNERS



From left: **Saki Goh** (Senior General Manager, Marketing at Wipro Unza Malaysia), **Izlyn Ramli** (Director, Yayasan TM), **Mr Sandeep Joseph** (CEO, Ampersand Advisory), **Nizam Sani** (CMO, Bank Rakyat Malaysia), **Harmandar Singh** (President, Malaysian CMO Awards), **Fernie Jasmine Abdul Ghani** (Head of Group Marketing & Brand, Axiata), **Chan May Ling** (CMO, KFC Marketing)

Fun afternoon at Ampersand

It's been a fantastic tour so far celebrating the champions of marketing in Malaysia and the latest host to join the celebrations is Ampersand Advisory, Campaign Asia's Independent Agency of the Year. The fun-filled and super relaxed awards presentation ceremony was all about honouring winners Saki Goh (Wipro Unza), Fernie Jasmine Abdal Ghani (Axiata), Izlyn...


[READ MORE](#)

FLASHBACK: 2021 WINNERS



From top left: Sandesh, Vishnu, Ham, Melati Abdul Hai (VP- Chief Marketing Officer McDonald’s Malaysia), Prashant Kumar (founder & senior partner at Entropia), Jenny Chin (Head Marketing Services - U Mobile), Jarrod, Raihan, Ruby



Entropia awards Gold and CMO of the Year...

During the first virtual award ceremony of the Malaysian CMO Awards Champions Tour, Entropia came on board to host the celebrations on the seventh day of the tour. Both the winners awarded during the ceremony won multiple awards this year, starting with Jenny Chin, the Head of Marketing Services at U Moblie, who won the...

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FLASHBACK: 2021 WINNERS



From left: Eileen Lim (General Manager -Activation, Media Prima Omnia), Gan Kai Wen (General Manager - OOH Sales, Media Prima Omnia), Zanny Liu (Sales Director, Media Prima Omnia), Stephanie Wong (Chief Operating Officer- Sales, Media Prima Omnia), Sutapa Bhattacharya, Gigi Lee (Head - Group Business Banking Marketing & Customer Insights, RHB Banking Group), Harmandar Singh (President, Malaysian CMO Awards), Jeannie Leong (Chief Operating Officer, Media Prima Omnia) , Reico Lee (General Manager- Sales, Media Prima Omnia)

Media Prima Omnia wraps up Champions Tour!

The last day of the Champions Tour for the Malaysian CMO Awards 2021 was hosted by Media Prima Omnia, to honour CMO of the Year 2021 Sutapa Bhattacharya and Gigi Lee, the winner of Gold for 'Best Marketer in SME Marketing'. It has been a one-of-a-kind tour to celebrate the best marketers of Malaysia and the hosting party at Omnia was nothing short of bedazzling excellence...


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Malaysian CMO Winners - Career Progression

We have watched the career progression of our winners and are very proud of their successes. Some have been entrusted with larger responsibilities in their companies, some have been given regional footprints, some are now in their dream job leading business performance through brand imaging, diversification, digital transformation, etc., and some are even running companies now!

Here is a selection of 14 winners who have progressed over the past few years...

CMO WINNERS CAREER PROGRESSION

WINNERS	THEN ROLE	CURRENT ROLE
Santharuban T. Sundaram (CMO of the Year 2018)	VP, Marketing - Etika Holdings	CEO, Etika Holdings
Eugene Lee (CMO of the Year 2018)	Marketing Director - McDonald's Malaysia	Regional CMO (Asia) - McDonald's
Andrew Pinto (2018, 2019, 2020)	Head of Marketing, mudah.my	Head of Brand & Marketing, TM Berhad
Chayenne Tan (2018)	VP, Growth Marketing - CIMB Malaysia	Director - Performance Marketing, CIMB Malaysia
Linda Hassan (2018, 2020)	SVP, Marketing - Domino's Pizza, Malaysia & Singapore	Group CMO Domino's - Malaysia, Singapore & Cambodia
Shiv Sahgal (2018)	Marketing Director - Foods & Refreshment, Unilever Malaysia	General Manager Home Care, Unilever Indonesia
Zaid Hasman (2018)	Director of Digital, McDonald's Malaysia	Chief Technology Officer, McDonald's Malaysia
Datuk Lai Shu Wei (CMO of the Year 2019)	VP, unifi Marketing & Commuications	Chief Marketing & Sales Officer, Sime Darby Property Berhad
Emily Chong (2019)	Deputy GM Marketing, Pizza Hut Malaysia	Chief Marketing Officer, Pizza Hut Malaysia
Moharmustaqeem Mohammed (2019)	EVP, unifi	CEO - TM Net
Angelina Villanueva (CMO of the Year 2020)	CMO, KFC Malaysia	Marketing Director - KFC Asia
Andrew Yeoh (2020)	Head of Marketing & Innovation IKEA SEA	Head Of Marketing - TIME dotCom Berhad
Nizam Sani (2018, 2020)	Senior VP, Marketing & Communications, Bank Rakyat	Chief Marketing & Communications Officer - Bank Rakyat
Schrene Goh (2020)	EVP Marketing, Pos Malaysia	Chief Marketing Officer - Lazada

AN OPEN LETTER TO GE15 VOTERS

SEIZE THE OPPORTUNITY TO RECOVER OUR COUNTRY AT THE BALLOT BOX!

This is the most important time for you, your family and the nation. Rejecting corrupt candidates and those with doubtful integrity is the responsibility of all of us. Every vote we cast affects how Malaysia will be perceived in five years and its future. We should not pledge the value of our vote alone out of frustration or despair. As a citizen, voting is our right that needs to be upheld!

#RasuahBusters calls on all citizens to VOTE on Nov 19, 2022 for:

1. ECONOMY RECOVERY

Malaysia's economy needs to be redeveloped with justice, transparency, reduce leakages and corruption in any form.

2. IMPROVE NATIONAL POLICY

Malaysia's position in the Corruption Perceptions Index needs to be improved. It can be done through improvement and formulation of policies related to

integrity, good governance and anti-corruption practices.

3. PREVENT LEAKAGE

Leaks and irregularities need to be prevented with appropriate monitoring so that the issue of poverty, food security, rising prices of goods and houses can be well controlled. By preventing leaks, people's rights to health facilities, education, transportation,

employment opportunities are restored with it being made a prioritised agenda in government administration.

4. HARMONY & PROSPERITY OF THE PEOPLE

The guarantee of harmony of the multiracial community to live peacefully and prosperously as well as mutually respect the differences in this country.

Don't miss the opportunity to choose a candidate who is clean of corruption, has integrity, is responsible, honest, ready to defend the fate of the people and intelligent to lead this country. #SatuJari is our bet for a better quality and meaningful life.

**NOTHING CAN STOP US ON SATURDAY, NOV 19, 2022.
WE RESTORE OUR NATION AT THE BALLOT BOX!**

PASUKAN TERAS RASUAH BUSTERS



DATO' HUSSAMUDDIN
HAJI YAACUB



NURHAYATI NORDIN



SHAH HAKIM ZAIN



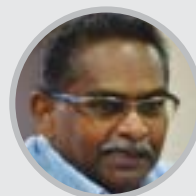
HARMANDAR SINGH



RICHARD M DEVARAJ



ANAS ZUBEDY



DR G. MANIMARAN



DATUK NIK MOHD
HASYUDEEN YUSOFF



FARAH HUSSAMUDDIN



CHIEW RUOH PENG



MARHAINI YUSOFF



FAZRUL JSMAIL



ROZAID ABDUL RAHMAN



JONSON CHONG